



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection

Ben Brancel, Secretary

DATE: August 31, 2016

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Ben Brancel, Secretary
Dan Smith, Administrator, Division of Agricultural Development

SUBJECT: Introduction of the 69th Alice in Dairyland, Ann O'Leary

TO BE PRESENTED BY: Ann O'Leary, 69th Alice in Dairyland

RECOMMENDATION / REQUESTED ACTION: Information only

SUMMARY / BACKGROUND:

69th Alice in Dairyland – Ann O'Leary is serving as the 69th Alice in Dairyland. As Wisconsin's agriculture ambassador, she is striving to educate audiences across Wisconsin about the \$88 billion economic impact and importance of our state's diverse agriculture industry in our daily lives.

O'Leary grew up in Evansville, showing Jerseys and Holsteins at the county, district and state level. She was heavily involved in the Rock County Jr. Holstein Association and the Rock County 4-H Program and served as the 2009 Rock County 4-H Fair Queen. O'Leary studied Biology and Neuroscience at Carthage College and graduated with All College Honors in May, 2014. Ann volunteers with the Rock County 4-H Program and serves on the Carthage College Alumni Council. In her spare time, she enjoys reading, water skiing and spending time with family.

Program Direction and Partnerships – Alice is Wisconsin's Agricultural Ambassador and her mission is to support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment and quality of life in Wisconsin. Throughout the year Alice participates in industry trainings, speaks at community events, maintains a social media presence and plans media campaigns to share that knowledge with consumers.

The Wisconsin Milk Marketing Board (WMMB) is, for the 12th year, a major program partner. Alice will work with WMMB in promoting Wisconsin as America's Dairyland through numerous events including K-12 school presentations. The program is also continuing partnerships with the Kettle Moraine Mink Breeders Association, Wisconsin Jewelers Association and the Something Special *from* WisconsinTM program at DATCP.

Key Messages – Throughout the year, Alice will focus on three key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

1. Agriculture is a diverse industry that is vital to Wisconsin's economic development, generating an \$88.3 billion annual impact.
2. Buying Wisconsin grown and produced products supports Wisconsin agriculture and local farmers, producers, communities and economies.

Agriculture generates \$88 billion for Wisconsin

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3. Wisconsin consumers know the value and quality of Wisconsin agricultural products, and so do people around the world. Wisconsin exported more than \$3.2 billion in agricultural products to 140 countries in 2015.

Key Performance Goals

During her year as Alice, Ann will work towards the goals of completing:

- Internet Postings: 1000
- TV Interviews: 60
- Radio Interviews: 120
- Print Articles: 60

Selection of the 70th Alice in Dairyland – The 70th Alice in Dairyland Finals will be held in Brown County, May 11-13, 2017.